

6. *Prioritize customer support.* A customer's journey doesn't end when they make a purchase. Customer support is an important part of the customer experience. A strong customer support strategy can turn casual shoppers into loyal customers – and a poor customer support experience could turn someone away forever.

7. *Collect and protect customer data.* As you implement your omnichannel marketing strategy, you'll undoubtedly need to tweak your targeting, messaging, or other elements of your strategy. Rather than basing changes on trends or assumptions, make data-driven changes based on the results you've seen so far [2].

Thus, a successful omnichannel marketing strategy is key to reaching the target audience where they're at. Without its successful implementation it would be difficult for a company to reach set goals in the market.

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THE ROLE OF SOCIAL MEDIA MARKETING IN INTERNATIONAL BUSINESS

Social media marketing is very important for international business, because it helps a company to build brand reputation and loyalty, to form stronger competitive position in international markets, to support better public relations outcomes and wow-worthy customer experience, to create a more customer-centric business strategy etc.

Furthermore, according to the Datareportal January 2024 global overview, we can see that social media growth has continued to increase: more than half of the world now uses social media (62.3%); 5.04 billion people around the world now use social media, 266 million new users have come online within the last year. The average daily time spent using social media is 2h 23m [1]. These facts and figures confirm the importance social media for any business.

Social media marketing in international business is the strategic approach to promoting products, services, and brands on social media platforms to a global audience. Unlike generic social media marketing, this method requires businesses to tailor their strategies based on regional cultural nuances, preferences, and online behaviors.

It necessitates not only understanding and leveraging popular platforms in specific regions, but also emphasizing localization, which goes beyond mere

translation. As ecommerce businesses seek to penetrate diverse markets, international social media marketing offers a way to foster genuine connections and build trust among different global consumer segments [2].

The most popular social media now in the world are (figure 1) [3]:

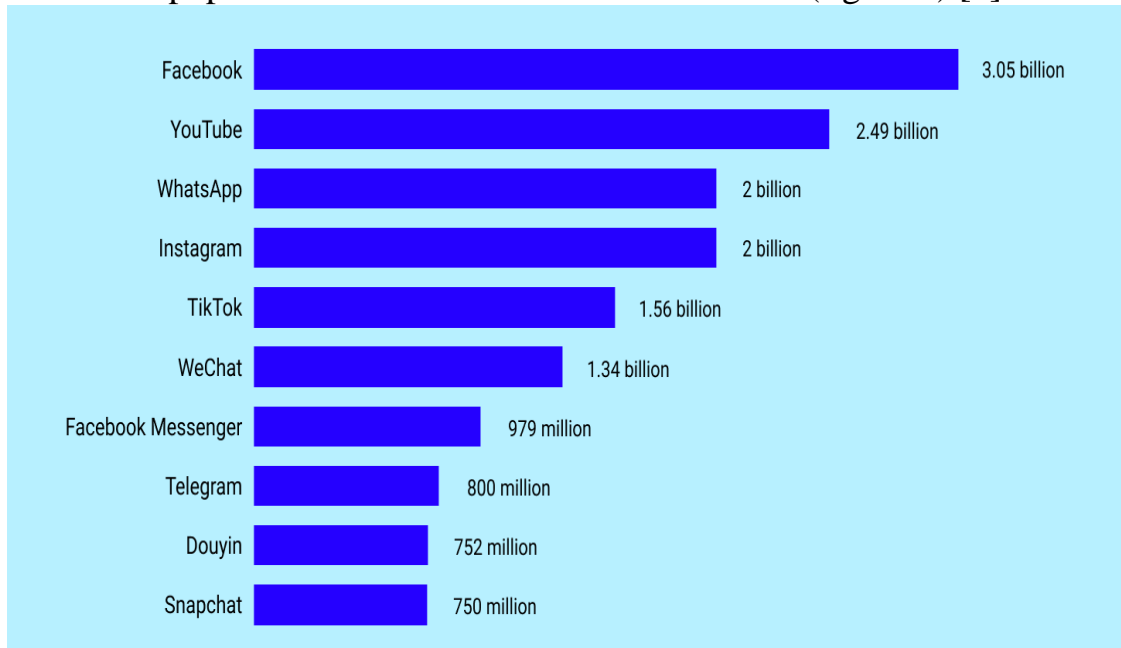


Fig. 1. The most popular social media platforms in the world, 2024

The most popular platforms in Europe are Facebook and Instagram. In Asia – WeChat in China, Line in Japan, KakaoTalk in South Korea. In the USA – Facebook and YouTube. In Latin America – WhatsApp and Instagram.

Implementing social media marketing strategy in international markets, especially creating a content, managers should remember about differences in cultures. For example, ensure that campaign visuals resonate with the local culture. A festival celebrated in one country may be unknown elsewhere. Humor doesn't always translate. What's funny in one culture might be offensive in another. Managers should take into account local idioms, humor, historical contexts, and societal norms.

Furthermore, colors carry different connotations across cultures. For instance, while white may symbolize purity in many Western cultures, it is often associated with mourning in some Eastern ones. In this case for business, it is better to employ native content creators or consultants who understand the cultural nuances of the target region. Also posting at optimal times increases your content's visibility. But, "prime time" differs across the globe [2].

It is worth saying that every country has also its regulations regarding online advertising and data protection. For instance, GDPR in the European Union has strict guidelines about data collection and user consent.

Thus, to implement successful SMM strategy in the international business managers should know the target audience of the company, choose the right platform, create valuable content, be consistent and authentic, encourage interaction and collaboration, measure all indicators and improve strategies. Managers should set clear and realistic goals and metrics for the SMM campaigns, such as reach, impressions,

clicks, conversions, or ROI. Also, they need to use tools and analytics to track and evaluate data and insights, such as demographics, engagement, sentiment, or trends. Based on these findings, they need to adjust and optimize SMM strategies and tactics to achieve all goals in the international markets.

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IMAGE MANAGEMENT AS AN ELEMENT OF FORMING THE COMPANY'S REPUTATION ON THE EXTERNAL MARKET

Corporate image refers to the perception of a company, its brand, or its products in the minds of its customers and the public.

Image is not something that can be bought. It has to be earned or deserved, and that takes time.

A good corporate image is critical because it helps buyers become more loyal to a company and its products, and it can also give a company a competitive edge.

On the other hand, reputation is an evaluation of a company's past actions, behavior and performance by its customers, partners, and other interested parties. It is a measure of the trustworthiness, reliability, and credibility of an entity.

A strong reputation can boost the image, and a consistent image can support the reputation. It also works in the opposite way – weak reputation can spoil the image and vice versa. [2; 5].

Image management is the process of creating a genuine, appealing, and cost-effective image of a company or a person to add trust and credibility to companys so that a brand can be trusted over competitors and build a lasting relationship with customers. [1;3].

Public relations is a crucial aspect of managing a brand's image. Public relations involves the use of paid and earned media channels to promote a brand and create a positive public image. A PR agent can also act as an image consultant for a brand, managing a brand's reputation and communication, especially during times of crisis.

PR services are important for developing strategies for businesses to communicate with the public, including customers, stakeholders, journalists, and the